

Functional features of metaphoric and metonymic euphemisms in media discourse

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Abstract

© 2014, Ecozone, OAIMDD. All rights reserved. The objective of the given article is to outline a range of lexical ways of euphemism formation. Research materials include euphemistic expressions of contemporary English, obtained by continuous selections from British and American newspapers. In this paper a number of units and euphemistic phrases, not recorded in the dictionary, are exposed to a detailed analysis. To achieve this goal, the following methods: logical method; definitional and contextual methods of analysis; descriptive method; method of structural and semantic descriptions; comparative method are used.

Keywords

Euphemism formation, Metaphor, Metonymy, Negative connotation, Transference of meaning